



Annual Statement of Accountability

July 1, 2009 - June 30, 2010

Mission

The mission of the Louisville Science Center is to encourage people of all ages to enjoy science, math and technology in a stimulating and engaging environment that is educational as well as entertaining.

Vision

Science Matters! Science literacy empowers society. Scientifically literate individuals are those best suited to excel in the 21st century. Everyone is curious, and that innate curiosity can flourish when liberated. At Louisville Science Center, science matters because we make it personal, fun, participatory and relevant. We are ambassadors of scientific values.

Summary of Programs and Accomplishments: 2009-2010

The beginning of Fiscal Year 2010 marked the one-year anniversary of new Executive Director, Joanna Haas. Much was accomplished during her first year that set the stage for FY-2010 including repositioning the Science Center in the eyes of many across the region. Under its "Science Matters" mantra, the Science Center fine tuned a core purpose to address the importance of science, technology, engineering and mathematics (STEM) education for the betterment of society, to improve the workforce pipeline for 21st Century jobs, and simply because children and adults alike are curious beings and as such, the Science Center can feed and nourish that curiosity in exciting ways.

To meet the needs of the community, state and region and the influx of interest and excitement generated during the previous year, the Science Center Board of Directors and staff spent time during FY10 re-organizing to better align with strategy and vision of the institution. This included review and restructure of Board composition, staff changes and department reorganizations, and the introduction of team processes to meet a new operational pace, higher volumes of visitation, and more variety in programs/events being developed and delivered.

In August 2009, the Science Center launched the PNC Grow Up Great with Science program. Participants for the first year of this two-year project included 317 three and four year olds from 6 Louisville child care centers and schools, their families and 55 teachers/instructors. Our earliest learners, their families and teachers participated in teacher trainings, Family Science Nights at the Science Center, and science festivals at their schools. Each family also received a two-year membership to the Science Center to continue their science learning beyond the parameters of the program.

Two of perhaps the most unexpected ways the Science Center engaged individuals this year came in the form of an exhibit, *Titanic: The Artifact Exhibition*, and an IMAX film, *Van Gogh: Brush with Genius*. The blockbuster Titanic exhibit brought in a new volunteer base while renewing the spirits of long-time volunteers. There were numerous media opportunities during the 6-month run of the exhibit; 183 stories reached 4,052,317 people. The exhibit also drew in record crowds! Just over 80,000 people toured the exhibition. The Science Center also saw a 34% increase in unique zip codes recorded, during the run of Titanic versus the same period for our regular temporary exhibits the previous year.



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Van Gogh provided unique opportunities to partner with companies and individuals in the community. We hosted a movie premier with Louisville Visual Art Association and included the opportunity for florists to compete in the "S.T.E.M. art challenge". The arrangements incorporated science and representing one of Van Gogh's pieces and guests were able to vote for their favorite. The *Van Gogh* film also provided inspiration for local artist Margaret Oechsli who loaned 12 pieces of her artwork to the Science Center. The artwork was displayed in the IMAX Theatre lobby. The images were created using a photomicrography process (photography through the microscope) to photograph diluted medications; they remarkably resembled several well-known Van Gogh pieces!

The Science Center continued its commitment to changing films in the IMAX Theatre with more frequency; concessions were also introduced for the first time.

Fund-raising events for the year included two annual Science Center traditions: Science with a Twist (fall 2009) and ThunderBlast (spring 2010). A new component of Science with a Twist called *Power Hour* was introduced this year. *Power Hour* was developed by Science Center leadership to honor individuals in the region that are great ambassadors of science literacy. The 2009 Ambassadors of Science Literacy were: Dr. Mark Slaughter, Jewish Hospital & St. Mary's HealthCare and University of Louisville; Dustin Johnstone, Kammerer Middle School; and Marita Willis, PNC Bank.

In the special event category, the Science Center officially launched a new series called *Scientific Proofs*, which encouraged adults to gather at the Science Center after hours to participate in conversations based around timely topics in science. Topics, sometimes controversial, included: healthcare reform, climate change and bioterrorism. In May 2010, the Science Center partnered with local film producer Peter Byck to show his documentary titled, *Carbon Nation*, a film about climate change solutions. The film was shown in the IMAX Theatre and then followed by small reception.

Hands-on activities for visitors continued to occur on a daily basis throughout the exhibit galleries. "Fan-favorites" like members-only mornings in KidZone were joined by "Messy Afternoons" in the PNC Grow Up Great Curiosity Lab, and Family Drop-In Science Nights to give families with multi-age children the opportunity to do hands-on science together in an informal and fun atmosphere. We listened to plants talk, gazed at stars through the telescope set up in Yarmuth Garden, and got up close to the robot bomb-sniffer. The AT&T Virtual Science Challenge with support from Toyota Motor Manufacturing, Kentucky, Inc. once again encouraged Kentucky students in grades 5-10 to use video to share their own unique, creative solutions to science challenges. Each participant uploaded their videos to a website; after a panel of judges reviewed all videos, winners were announced at an award ceremony in June 2010.

Science camps which had been reintroduced to members, friends, supporters and community residents in December 2008, continued this year and saw a 64% increase in total number of campers this year over last. Winter-time campers learned about wintry properties of weather, animals that love the cold and how real explorers survived the perils of extreme wintry weather. Spring Break 2010 science camp themes included "Star Wars" and "LEGO Mindstorms Robotics." LEGO builders, LEGO city, Superheroes, LEGO Mindstorms Robotics,



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Seussical Science, Insides and Outsides, and Quit Bugging Me were popular themes for summer camps, which began in June 2010.

The Science Center continued its commitment to higher visibility within the community by appearing at festivals and special events throughout the year. As example staff and volunteers facilitated science activities at the Louisville Water Company's water festival; Earth Month at the Louisville Zoo; the Waterfront Independence Festival; the Walking with Dinosaurs arena spectacular; Idea Fest; Nulu; Forecastle Festival; and Bernheim Arboretum and Research Forest's annual Connect event.

The Science Center worked with a group of six local young professionals who were participating in Leadership Louisville Center's Ignite Louisville program to dream-up and actually seat the first-ever Youth Board of the Science Center. The Youth Board will serve as a resource for the Board of Directors with regard to activating the teen audience and will also be responsible for launching the first-ever Youth Science Summit during FY-2011. In April 2010, twenty-seven teens from fourteen schools across the area were officially named to the Youth Board; their service will begin in August 2010.

The Board and staff moved through a year-long strategic planning process which included on-line survey opportunities and several in-person engagement sessions that addressed topics ranging from the IMAX Theatre to Marketing/Audience Statistics to statewide positioning and organizational brand. All of the input from these sessions shaped a two-year strategic plan for the organization (FY 2010-2012), adopted by the Board in September 2010.

On April 8, the Science Center revealed a new logo as part of a comprehensive press event announcing a powerful new lineup of upcoming exhibitions building on the success of Titanic. These exhibits, including Robots: The Interactive Exhibition, Sesame Street Presents The Body, Star Trek: The Exhibition and Narnia: The Exhibition, were selected to connect a broad spectrum of individuals to science through the accessible pop culture portals that the brands provide, and to address critical STEM and workforce topics like health, medicine, robotics, and technology. All collateral and external messaging alignment is ongoing within this public "Do Science" campaign, making the Science Matters strategy publicly accessible and hands-on.

In June 2010, thanks to the generous support of the Greater Louisville Medical Society and donors to Jewish Hospital Foundation, the Science Center announced a new educational program for middle and high school students called *Pulse of Surgery*. The program, set to launch in FY-2011, will link students on-site at the Science Center to an operating suite at Jewish Hospital where they will watch an open-heart surgery and interact in real-time with the surgical team. The goal of the program is to encourage students to pursue a career in the healthcare field and to lead healthier lifestyles. It will be the first of its kind in Kentucky and the near-by region.



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Below is a listing of programs, special events, exhibits and film offerings for FY-2010

IMAX Films:

- *Animalopolis*
- *Arabia*
- *Country Music: The Spirit of America*
- *Ghosts of the Abyss*
- *Hubble*
- *Light Before Christmas*
- *Molecules to the MAX*
- *Sea Rex: Journey to a Prehistoric World*
- *Shackleton's Antarctic Adventure*
- *Van Gogh: Brush with Genius*

Temporary Exhibits:

- *Robots: The Interactive Exhibition*
- *Titanic: The Artifact Exhibition*
- *Wild Music: Sounds and Songs of Life*

Educational programs for the year included:

- Virtual Science Challenge
- Holiday, Spring Break and Summer Camps
- Science Celebrations
 - Celebration of the Young Child
 - Day of the Dead
 - Nano Days
 - National Chemistry Week
 - National Engineers Week
 - World Water Week
- Kindergarten Countdown
- Back to School Bash
- Messy Afternoons
- Lights Energy Elves
- Holiday Night Out

Special Events:

- Scientific Proofs
 - Local perspective on health care reform
 - Climate Change in the Ohio Valley
 - Thomas Jefferson and the Giant Moose / Degeneracy
 - Bioterrorism
- Carbon Nation, featuring local film producer Peter Byck
- ThunderBlast (April 2010)
- Science with a Twist (November 2009)
- Van Gogh Premier Party
- Titanic After-Dark Party
- Member Events
 - Country Music: Spirit of America IMAX film screening
 - Titanic: The Exhibition Preview Day
 - Member Appreciation Family Science Night
 - Robots: The Exhibition and Hubble IMAX film pajama preview party
 - Sea Rex: Journey to a Prehistoric World IMAX film screening

Volunteers

Science Center volunteers provide support to staff and help to make each visitor's experience as memorable as possible. Volunteers fill a myriad of roles such as guiding exhibit experiences, facilitating activity stations in the exhibit galleries, working in the gift shop, serving as hosts in the lobby to answer questions, and even work behind the scenes in the collections, membership and exhibit departments.

- 458 Volunteers
 - ✓ Adults – 264
 - ✓ Teens- 194
- 14,509.5 Total Hours Served
 - ✓ Adults – 7,582.5 hours
 - ✓ Teens – 6,927 hours

Board of Directors

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Bill Strench, *Chairman*

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Dr. Adewale Troutman
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\$100,000 or greater

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\$49,999-\$25,000

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\$24,999 - \$10,000

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U.S. Department of Justice
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\$9,999 - \$5,000

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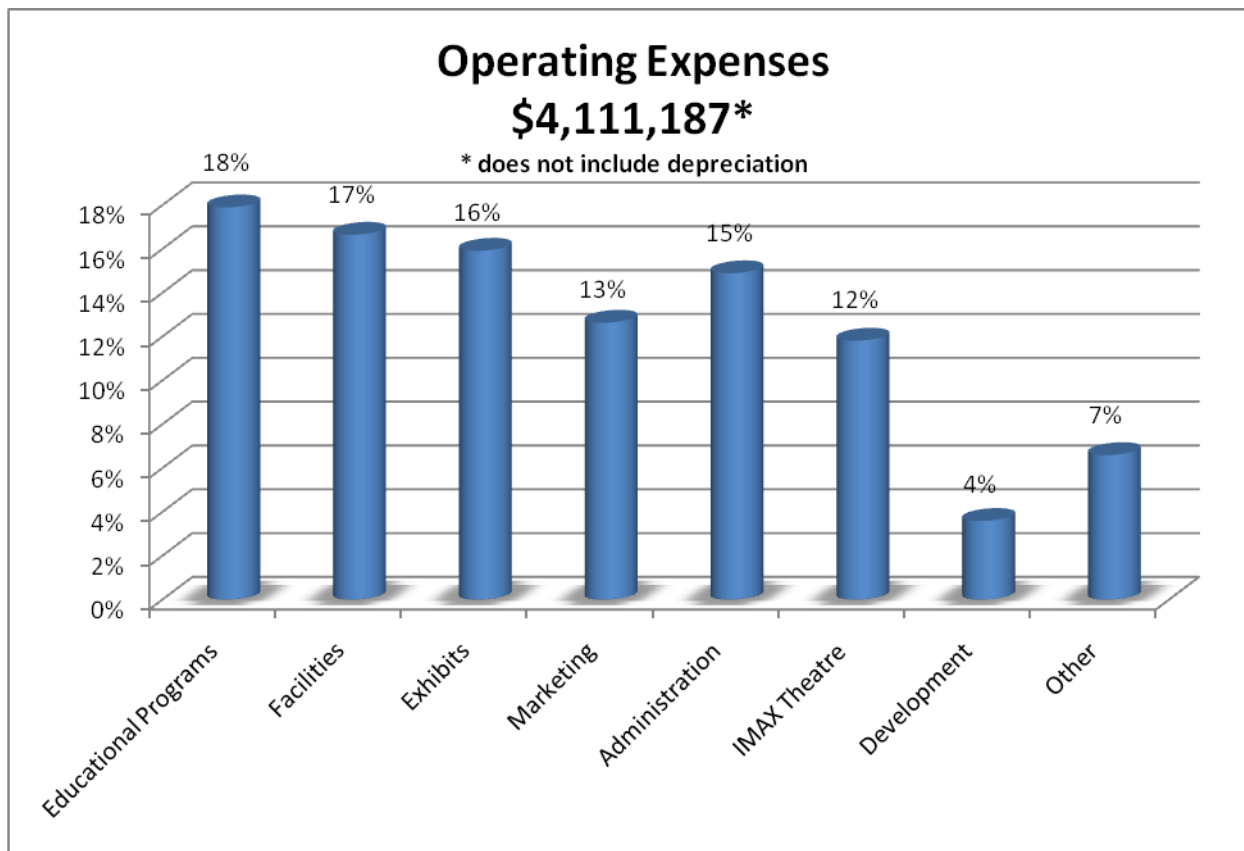
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Financial Information



Net Assets	
Unrestricted	7,688,032
Temporarily Restricted	471,048
Permanently Restricted	407,507
Total Net Assets	8,566,587

Total Revenue: \$4,341,911

